

REMARKS

Claims 1-2, 4-12, and 14-19 are pending in this application after this Amendment. Claims 15-19 have been added.

With regard to the Examiner's rejection of claims 1, 2, 5-8, and 10-12, in the Reply After Final filed February 25, 2004, Applicant included arguments that the Examiner's rejection fails to provide proper motivation in support of the purported combination of the Yoo and Amo references. In response to Applicant's arguments, in the Advisory Action mailed April 20, 2004, the Examiner merely reasserts the statement that customized advertising information could be substituted for captions. However, the Examiner fails to provide any substantive response to this argument. As such, Applicant respectfully requests that the Examiner consider the Applicant's argument that the outstanding rejection fails to provide proper motivation under 35 U.S.C. § 103.

Request for Interview

Concurrent with the filing of the attached Request for Continued Examination and this Reply, Applicant is filing a Request for Interview. Applicant respectfully requests that the Examiner contact Catherine M. Voisinet at (703) 205-8000 to discuss the outstanding rejections prior to issuing any new action.

Conclusion

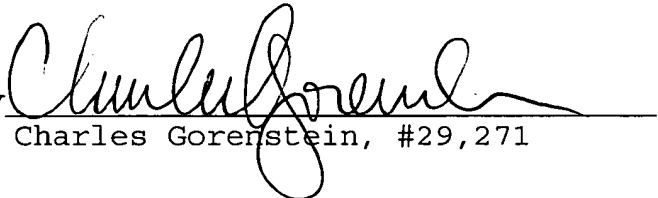
Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully

requested to contact Catherine M. Voisinet (Reg. No. 52,327) at the telephone number of the undersigned below, to conduct an interview in an effort to expedite prosecution in connection with the present application.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17; particularly, extension of time fees.

Respectfully submitted,

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